

# TRADE ACCELERATOR PROGRAM

## DIGITAL SYLLABUS

### Day 2: Support and Advisory Resources

Date: Wednesday January 17, 2024

Day 2 - Support and Advisory Resources		
9:00 am	Welcome	Recap of Day 1 <b>Lead Facilitator - Dave Archer</b>
9:10 am	Discussion	Refining your value proposition <b>Lead Facilitator - Dave Archer</b>
10:00 am	Break	
10:10 am	Presentation	Canadian Trade Commissioner Service <b>Global Affairs – Allison MacKenzie</b>
10:25 am	Q&A	Presenter will answer questions <b>Global Affairs</b>
10:35 am	Presentation	Accelerated Growth Service <b>Innovation Canada –Lisa Ehler</b>
10:50 am	Presentation	Provincial Export Programs & Services <b>Invest NS – Valerie Caswell</b>
11:05 am	Q&A	Presenters will answer questions <b>Innovation Canada, Invest NS</b>
11:15 am	Break	
11:25 am	Poll	Transition back from break
11:30 am	Workshop	Trade Resources Workshop <b>Lead Facilitator - Dave Archer</b>
12:10 pm	Survey	Daily survey to be completed
12:15 pm	Presentation	Export Plan Focus: The Strategy & Company Analysis <b>Jessica McCall - TAP Manager Invest NS</b>
12:30 pm	Wrap-up	Topics for Next Week
12:35 pm	End of Day 2	

### Week 1: Export Plan Focus

Building an international expansion strategy, including defining goals and objectives and assessing resources.

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS

